



# 2014 Wisconsin CTE Month PSA Contest Rules and Requirements



## Contest Purpose:

To promote Wisconsin Career and Technical Education (CTE) by creating a video public service announcement (PSA) incorporating the CTE Month logo and 2014 theme, "Celebrate CTE Superheroes!"

## Who Can Enter:

The contest is open to secondary CTE students. Students may enter as individuals or as a group.

## Contest Awards:

Wisconsin (CTE) will announce the winning PSA on March 14<sup>th</sup>, 2014 on our website and social media pages.

### 1<sup>st</sup> – 3<sup>rd</sup> Places

- Champion Certificates signed by Wisconsin State Superintendent
- Video will be publicized on the Career & Technical Education YouTube Channel
- Video will be publicized on Wisconsin Career & Technical Education social media outlets

## Video Requirements:

- You must incorporate the 2014 CTE Month logo and theme into the PSA.
- You must incorporate the following message into your PSA, presented as on-screen text and/or spoken by talent: "Learn more about Career and Technical Education at [cte.dpi.wi.gov](http://cte.dpi.wi.gov)"
- Use no other web addresses or logos in the PSA.
- PSA must be a maximum of 45 seconds in length
- PSA must be submitted no later than February 28, 2014 to be accepted.

## **PSA Policy:**

The CTE Month logo and 2014 theme can be used only for PSA purposes; all other usage is prohibited.

Wisconsin (CTE) retains the copyright on any submitted material and reserves the right to use the material in any way or format it sees fit. WI (CTE) is not responsible for lost, damaged, incorrectly encoded, incorrectly uploaded, mislabeled or misdirected entries. Entries will not be returned and will become the property of WI (CTE). PSA entries cannot be used for any commercial activity.

## **Submitting Your PSA:**

- PSAs can be submitted in standard or high definition.
- Videos should be emailed to [1pvhr5m0aowq@m.youtube.com](mailto:1pvhr5m0aowq@m.youtube.com)
- Your subject line in the email will automatically be the title of your video on our [Wisconsin Career & Technical Education Youtube Channel](#)
- All PSAs must be submitted by February 28, 2014.

## **Can educators help with their students' project?:**

Educators may advise students, but should not take on a significant role in creating the PSA.

## **More Information:**

More information including downloadable logos and CTE facts can be found on the WI (CTE) website [http://cte.dpi.wi.gov/cte\\_ctemonthresources](http://cte.dpi.wi.gov/cte_ctemonthresources).

Click here <https://www.acteonline.org/ctemonth/#.UuKWc9LnbGg> to access the 2014 ACTE winning PSA videos for additional ideas.

If you have further questions or need assistance please contact Tim Fandek at [timothy.fandek@dpi.wi.gov](mailto:timothy.fandek@dpi.wi.gov) with a subject of CTE Month PSA.